

**ATTACHMENT B**

**FINAL CATI SCRIPT**

**10:**

**BEGIN**

Current Phone: \$N Phone: <PHONE> Access Code: Hello, this is (your name). I'm calling from Washington State University in Pullman, Washington. I am calling you about a research study we are conducting for USDA's Economic Research Service (ERS). May I speak to (Respondent's name)? We had contacted you earlier about completing this interview by phone, is now a good time? (IWR: If asks what is this about, say:" We are studying the challenges businesses are facing in today's tough economy. We want to understand the linkages of what keeps businesses thriving with available resources. The results from this study will be used by USDA to enhance its programs aimed at making U.S. businesses more resilient. The results will also be shared with Congress and other Federal and State agencies that assist businesses and develop programs.")

- Speaking to R.....1 ==> /CELL
- R not available / Set callback (GB, CB, HB).....2 ==> /INT01
- Non contacts (AM, BC, BZ, ED, NA).....3 ==> /INT02
- Refusals (R1, R2, R3, RP).....4 ==> /F10
- Non-working numbers (CC, DS, MP, WN).....5 ==> /VERFY
- Communication barrier (HC, LG).....6 ==> /INT03
- Other codes (DD, DP, OT, RN).....7 ==> /INT04
- Ineligibles (IE).....8 | ==> /INT05
- Special project codes ().....9 | ==> /INT99
- Web/Mail codes.....10 | ==> /INT98

**17:**

**CELL**

First, for safety reasons, I need to ask if this is a cellular phone? (IWR read only if necessary "By cellular telephone we mean a telephone that is mobile and usable outside of your neighborhood.")

=> /CONFD si CELL=2
------------------------

- Yes.....1
- No.....2 ==> CONFD
- Refuse.....R ==> CONFD

**18:**

**CLSAF**

To ensure your safety and the safety of others can you please tell me if you are currently driving a motor vehicle. (If yes say: "Sorry to have bothered you, it is our policy to not conduct surveys with people while they are driving, regardless if they are using bluetooth technology. We will call you back at another time." Do not take time to set a call back.)

- Yes.....1 ==> /INT01
- No.....2 ==> CONFD
- Refuse.....R ==> /REFUS

**19:**

**CONFD**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0536-XXXX. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. YOUR RESPONSE IS VOLUNTARY. The information you provide will be used for statistical purposes only. In accordance with the Confidential Information Protection provisions in Public Law 107-347, your responses will be kept confidential and will not be disclosed in identifiable form. By law, everyone working on this ERS survey is subject to a jail term, a fine, or both if he/she discloses any information that could identify any confidential survey response. For quality purpose only, this interview may be monitored by my supervisor. If I come to any question you would prefer not to answer, just let me know and I will skip over it. Okay?

- Continue with survey.....1           => /Q01
- No - Try refusal prevention.....2       => /F10
- Not a good time - Call back later.....3   => /INT01

**42:**

**Q01**

First, what is your job title?

**43:**

**Q02**

Approximately what year did this business begin operating at this location?

\$E 1900 2011

- Don't know.....-8
- Refuse.....-9

**44:**

**Q03**

What is the main product or service at this business location?

Enter response.....01 0

- Don't know.....-8
- Refuse.....-9

**45:**

**Q04**

Does this business have ONLY ONE location or MORE THAN ONE location?

- Only one location.....01       => Q05A
- More than one location.....02
- Don't know.....-8           => Q05A
- Refuse.....-9               => Q05A

**46:****Q04A**

Is this location the business's headquarters or is it a branch location?

Headquarters.....01  
 Branch.....02  
 Don't know.....-8  
 Refuse.....-9

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**47:****Q05A**

Please tell me how important each of the following factors are for locating this business in this community. The first one is owner-ties to the area. Would you say this factor was not important, somewhat important, or very important for locating this business in this community?

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**48:****Q05B**

The next one is availability of low-cost labor. Would you say this factor was not important, somewhat important, or very important for locating this business in this community?

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**49:****Q05C**

(The next one is) Available skilled labor pool. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**50:****Q05D**

(The next one is) Access to transportation. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**51:****Q05E**

(The next one is) Access to broadband or high speed internet. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**52:****Q05F**

(The next one is) Access to material inputs. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**53:****Q05G**

(The next one is) Access to customers. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**54:**

**Q05H**

(The next one is) Government incentives. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important.....01
- Somewhat important.....02
- Very important.....03
- Not applicable.....-7
- Don't know.....-8
- Refuse.....-9

**55:**

**Q05I**

(The next one is) Low taxes. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important.....01
- Somewhat important.....02
- Very important.....03
- Not applicable.....-7
- Don't know.....-8
- Refuse.....-9

**56:**

**Q05J**

The last one is Strong or growing local economy. (Would you say this factor was not important, somewhat important, or very important for locating this business in this community?)

- Not important.....01
- Somewhat important.....02
- Very important.....03
- Not applicable.....-7
- Don't know.....-8
- Refuse.....-9

**57:**

**Q05AA**

Please tell me how important each of the following factors are for making this community an attractive place to work. The first one is Opportunities for outdoor recreation. Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?

- Not important.....01
- Somewhat important.....02
- Very important.....03
- Not applicable.....-7
- Don't know.....-8
- Refuse.....-9

**58:****Q05AB**

(Please tell me how important each of the following factors are for making this community an attractive place to work. ) The next one is Scenic beauty such as natural or architectural beauty. Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**59:****Q05AC**

(Please tell me how important each of the following factors are for making this community an attractive place to work. ) (The next one is) Climate. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**60:****Q05AD**

(The next one is) Access to arts and entertainment. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**61:****Q05AE**

(The next one is) Quality of local schools. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

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**62:**

**Q05AF**

The last one is Access to health care. (Would you say this factor was not important, somewhat important, or very important for making this community an attractive place to work?)

- Not important.....01
- Somewhat important.....02
- Very important.....03
- Not applicable.....-7
- Don't know.....-8
- Refuse.....-9

**63:**

**Q06**

What was the AVERAGE number of employees on YOUR PAYROLL in 2012, including all full-time and part-time workers?

\$E 1 999999

- Don't know.....-8
- Refuse.....-9

**64:**

**Q06A**

The next questions are about this business at this location. Were there workers at this business NOT ON YOUR PAYROLL in 2012, such as independent contractor(s) or temporary workers?

- Yes.....01
- No.....02       => Q07A
- Don't know.....-8       => Q07A
- Refuse.....-9       => Q07A

**65:**

**Q06B**

What was the average number of such workers at this location in 2012? (We are referring to workers not on your payroll)

\$E 1 999999

- Don't know.....-8
- Refuse.....-9

**66:**

**EMPCH**

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=> Q07A
sinon => INT30
si Q06>4

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**67:**

**INT30**

Thank you for your time, but we are currently only interviewing businesses with 5 or more employees.

- Ineligible - Less than 5 employees.....I5       => /END



**68:**

**Q07A**

During the past 12 months, did this business offer a health insurance option for any employees?

Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**69:**

**Q07B**

During the past 12 months, did this business offer a retirement plan?

Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**70:**

**Q07C**

(During the past 12 months, did this business) Pay for employee education, professional development or training?

Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**71:**

**Q07D**

(During the past 12 months, did this business) Offer paid maternity, paternity, or family leave?

Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**72:**

**Q07E**

(During the past 12 months, did this business) Have an employee-ownership plan? (IWR Definition: Profit sharing or company stock)

Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**73:**

**Q07F**

(During the past 12 months, did this business) Offer paid time off in order for employees to volunteer?

Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**74:****Q08A**

How many employees are managers at this location? (IWR

Definition: Managers are workers who direct or oversee operations.)

\$E 0 100

Don't know.....-8

Refuse.....-9

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**75:****Q08B**

How many employees are professionals (at this location)? (IWR

Definition: Professionals are workers who receive a license or credential such as engineers, or accountants.)

\$E 0 100

Don't know.....-8

Refuse.....-9

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**76:****Q09**

In the following questions, workforce is defined as all employees aside from managers and professionals. For 2012, what is your best estimate of the average hourly wage for your non-salaried workers at this location?

\$R 1.00 999.99

No non-salaried workers.....-6

Don't know.....-8

Refuse.....-9

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**77:****Q10AP**

In 2012, at this location, what percent of employees were in the occupational category of Management and professional? (IWR Note if respondent indicates they would prefer to answer in numbers choose -5 and you will skip to this same series of questions asking numbers rather than percent.)

\$E 0 100

R prefers to answer in numbers.....-5 ==> Q10AN

Don't know.....-8

Refuse.....-9

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**78:****Q10BP**

(In 2012, at this location,) What percent of employees were in the occupational category of Services? (IWR Note if respondent indicates they would prefer to answer in numbers choose -5 and you will skip to this same series of questions asking numbers rather than percent.)

\$E 0 100

R prefers to answer in numbers.....-5 ==> Q10AN

Don't know.....-8

Refuse.....-9

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**79:****Q10CP**

(In 2012, at this location,) (what percent of employees were in the occupational category of) The next one is Sales and office support? (IWR Note if respondent indicates they would prefer to answer in numbers choose -5 and you will skip to this same series of questions asking numbers rather than percent.)

\$E 0 100

R prefers to answer in numbers.....-5      => Q10AN  
 Don't know.....-8  
 Refuse.....-9

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**80:****Q10DP**

(In 2012, at this location,) (what percent of employees were in the occupational category of) (The next one is) Natural resources, construction, and maintenance?

\$E 0 100

R prefers to answer in numbers.....-5      => Q10AN  
 Don't know.....-8  
 Refuse.....-9

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**81:****Q10EP**

(In 2012, at this location,) (what percent of employees were in the occupational category of) The last one is Production, transportation, and material moving?

\$E 0 100

R prefers to answer in numbers.....-5      => Q10AN  
 Don't know.....-8  
 Refuse.....-9

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**82:****Q10AN**

In 2012, at this location, how many employees were in the occupational category of Management and professional?

\$E 1 999999

Don't know.....-8  
 Refuse.....-9

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**83:****Q10BN**

(In 2012, at this location,) How many employees were in the occupational category of Services?

\$E 0 100

Don't know.....-8  
 Refuse.....-9

---

**84:****Q10CN**

(In 2012, at this location,) (how many employees were in the occupational category of) The next one is Sales and office support?

\$E 0 100

Don't know.....-8  
Refuse.....-9

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**85:****Q10DN**

(In 2012, at this location,) (how many employees were in the occupational category of) (The next one is) Natural resources, construction, and maintenance?

\$E 0 100

Don't know.....-8  
Refuse.....-9

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**86:****Q10EN**

(In 2012, at this location,) (how many employees were in the occupational category of) The last one is Production, transportation, and material moving?

\$E 0 100

Don't know.....-8  
Refuse.....-9

---

**87:****Q10A**

In 2012, what was the minimum educational level needed for the occupational category of management and professional. Was it . . .

Less than high school or no specific education.....01  
At least HS diploma or GED.....02  
At least Assoc degree/vocational certification.....03  
At least four-year college degree.....04  
More than four-year college degree.....05  
Don't know.....-8  
Refuse.....-9

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**88:****Q10B**

(In 2012,) What was the minimum educational level needed for the occupational category of services? Was it . .

Less than high school or no specific education.....01  
At least HS diploma or GED.....02  
At least Assoc degree/vocational certification.....03  
At least four-year college degree.....04  
More than four-year college degree.....05  
Don't know.....-8  
Refuse.....-9

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**89:****Q10C**

(In 2012, what was the minimum educational level needed for the occupational category of) The next one is Sales and office support. (Was it...)

Less than high school or no specific education.....	01
At least HS diploma or GED.....	02
At least Assoc degree/vocational certification.....	03
At least four-year college degree.....	04
More than four-year college degree.....	05
Don't know.....	-8
Refuse.....	-9

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**90:****Q10D**

(In 2012, what was the minimum educational level needed for the occupational category of) (The next one is) Natural resources, construction, and maintenance. (Was it...)

Less than high school or no specific education.....	01
At least HS diploma or GED.....	02
At least Assoc degree/vocational certification.....	03
At least four-year college degree.....	04
More than four-year college degree.....	05
Don't know.....	-8
Refuse.....	-9

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**91:****Q10E**

(In 2012, what was the minimum educational level needed for the occupational category of) The last one is Production, transportation, and material moving. (Was it...)

Less than high school or no specific education.....	01
At least HS diploma or GED.....	02
At least Assoc degree/vocational certification.....	03
At least four-year college degree.....	04
More than four-year college degree.....	05
Don't know.....	-8
Refuse.....	-9

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**92:****Q11**

Is any part of the workforce unionized or covered by a collective bargaining agreement?

Yes.....	01
No.....	02
Don't know.....	-8
Refuse.....	-9

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**93:****Q12**

In the last 3 years, has finding qualified applicants for your workforce, not including managers and professionals, been very difficult, somewhat difficult, or not difficult?

Very difficult.....	01	
Somewhat difficult.....	02	
Not difficult.....	03	=> Q13
Don't know.....	-8	=> Q13
Refuse.....	-9	=> Q13

---

**94:****Q12A**

Why has it been difficult to find qualified applicants for your workforce?  
Is this due to the quality of the labor pool?

Yes.....	01
No.....	02
Don't know.....	-8
Refuse.....	-9

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**95:****Q12B**

(Why has it been difficult to find qualified applicants for your workforce?)  
Is this due to increases in required skills and knowledge?

Yes.....	01
No.....	02
Don't know.....	-8
Refuse.....	-9

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**96:****Q12C**

(Is this due to an)      Insufficient number of workers available locally?

Yes.....	01
No.....	02
Don't know.....	-8
Refuse.....	-9

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**97:****Q12D**

(Is this due to)      Limited interest among job seekers for openings at this business?

Yes.....	01
No.....	02
Don't know.....	-8
Refuse.....	-9

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**98:****Q13**

Does this business have written position descriptions?

Yes.....	01	
No.....	02	=> Q14A
Don't know.....	-8	=> Q14A
Refuse.....	-9	=> Q14A

---

**99:****Q13A**

Are training requirements documented in those position descriptions?

Yes.....01  
 No.....02       => Q14A  
 Don't know.....-8       => Q14A  
 Refuse.....-9       => Q14A

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**100:****Q13B**

Does this business track whether employees complete or if they have already completed these training requirements?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**101:****Q14A**

Please tell me if the following technologies are currently used at this business. Does this business currently use personal computers or laptops, not including smart phones?

Yes.....01  
 No.....02       => Q17A  
 Don't know.....-8       => Q17A  
 Refuse.....-9       => Q17A

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**102:****Q14B**

Does this business use broadband or high speed internet?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**103:****Q14C**

Does this business use the Internet for sales of products or services (also known as e-commerce)?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**104:****Q14D**

Are supplies purchased over the Internet (also known as e-procurement)?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**105:** **Q14E**  
Is this business currently using web advertising?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**106:** **Q14F**  
Does this business market by direct email?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**107:** **Q14G**  
Does this business currently use social media, such as LinkedIn or Facebook?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**108:** **Q14H**  
Does this business issue smart phones to (any) employees?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**109:** **Q14I**  
Does this business use RFID readers or optical scanners (such as hand held scanners)? (IWR: RFID is read as R-F-I-D)  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**110:** **Q14J**  
Does this business use computer software specifically designed for your business or industry?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

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**111:****Q14K**

Does this business use an integrated enterprise resource planning system, such as SAP or Microsoft Dynamics? (IWR Prompt: SAP, Microsoft Dynamics, or Oracle Applications include functions for accounting, logistics, human resources, and/or sales management, along with other functions).

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**112:****Q14L**

Does this business use a stand alone supply chain, logistics management software? (IWR: standalone means software that is used independently of other software to provide a specific set of services.)

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**113:****Q14M**

Does this business use a stand alone customer relationship management software?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**114:****Q15**

What percent of this business's sale of products or services comes from the internet?

\$E 0 100

=> +1 si Q14C<>01
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Don't know.....-8  
 Refuse.....-9

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**115:****Q16**

What percent of your workforce, not including managers and professionals, use computers on a daily basis?

\$E 0 100

Don't know.....-8  
 Refuse.....-9

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**116:****Q17A**

Next we would like to ask about factors that may limit a business's use of information and communications technology. Has the cost of equipment and software limited this business's use of technologies?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**117:****Q17B**

Has the cost of information and communications services limited this business's use of technology?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**118:****Q17C**

(Has the) Lack of access to adequate broadband or high speed internet? (limited this business's use of technology?)

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**119:****Q17D**

(Has the) Lack of knowledge? (Limited this business's use of technology?)

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**120:****Q17E**

Does this business have difficulty integrating new technologies into the current way you do business?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

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**121:****Q18A**

Next we would like to know the main sources businesses' use to learn about new opportunities or ways of doing things. How valuable are your SUPPLIERS as a source of new information? Would you say not at all valuable, somewhat valuable or very valuable?

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**122:****Q18B**

How valuable are your CUSTOMERS as a source of new information? Would you say not at all valuable, somewhat valuable or very valuable?

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**123:****Q18C**

(How valuable are) Other business people in your industry (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**124:****Q18D**

(How valuable are) Other business people NOT in your industry (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**125:****Q18E**

(How valuable are) Business or trade association conferences or publications (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**126:****Q18F**

(How valuable are) Your own employees (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**127:****Q18G**

(How valuable is) Media? (such as newspapers, television, and internet (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**128:****Q18H**

(How valuable are) Private consultants (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

Not at all valuable.....01  
 Somewhat valuable.....02  
 Very valuable.....03  
 Don't know.....-8  
 Refuse.....-9

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**129:****Q18I**

(How valuable are) University extension, community colleges, or business schools (as a source of new information)? (Would you say not at all valuable, somewhat valuable or very valuable?)

- Not at all valuable.....01
- Somewhat valuable.....02
- Very valuable.....03
- Don't know.....-8
- Refuse.....-9

**130:****Q19A**

Are your suppliers that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive, or beyond a reasonable drive?

=> +1  
si Q18A<>3

- In your community.....01
- Outside community within a reasonable drive.....02
- Beyond a reasonable drive.....03
- Don't know.....-8
- Refuse.....-9

**131:****Q19B**

Are your customers that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive, or beyond a reasonable drive?

=> +1  
si Q18B<>3

- In your community.....01
- Outside community within a reasonable drive.....02
- Beyond a reasonable drive.....03
- Don't know.....-8
- Refuse.....-9

**132:****Q19C**

Are other business people in your industry that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive, or beyond a reasonable drive?

=> +1  
si Q18C<>3

- In your community.....01
- Outside community within a reasonable drive.....02
- Beyond a reasonable drive.....03
- Don't know.....-8
- Refuse.....-9

**133:****Q19D**

Are other business people not in your industry that are your most valuable sources of information, located in your community, outside of your community within a reasonable drive, or beyond a reasonable drive?

=> +1 si Q18D<>3
---------------------

In your community.....	01
Outside community within a reasonable drive.....	02
Beyond a reasonable drive.....	03
Don't know.....	-8
Refuse.....	-9

**134:****Q20A**

Approximately what percent of 2012 final shipments or billed services went to local customers that are within a reasonable drive of this business?

\$E 0 100

No sales in 2012.....	-6	=> Q21
Don't know.....	-8	
Refuse.....	-9	

**135:****Q20B**

Approximately what percent of 2012 final shipments or billed services went to customers who are within the rest of the United States beyond a reasonable drive (not including those within a reasonable drive)?

\$E 0 100

Don't know.....	-8
Refuse.....	-9

**136:****Q20C**

Approximately what percent of 2012 final shipments or billed services went to international customers?

\$E 0 100

Don't know.....	-8
Refuse.....	-9

**137:****Q20SU**

Sums Q20A-Q20C

=> * si SMR(0,Q20A,Q20B,Q20C)
----------------------------------

**138:****Q20CH**

I'm sorry, but those percentages do not add up to 100% These are the numbers I have: <Q20A>% went to local customers within a reasonable drive <Q20B>% went to customers in the rest of the United States and <Q20C>% went to international customers. Totaling <Q20SU>% Are there any of those you would like to change?

=> +1
si (Q20SU==100)

Changes % to local customers.....	01	=> /Q20A
Changes % to U.S. customers.....	02	=> /Q20B
Changes % to international customers.....	03	=> /Q20C
Go with the numbers given.....	04	
Don't know.....	-8	
Refuse.....	-9	

**139:****Q21**

Was this location in business in 2007?

Yes.....	01	
No.....	02	=> Q22A
Don't know.....	-8	=> Q22A
Refuse.....	-9	=> Q22A

**140:****Q21A**

What is your best guess of the percent of 2007 final shipments or billed services that went to local customers, within a reasonable drive of this location?

\$E 0 100

No sales in 2007.....	-6	=> Q22A
Don't know.....	-8	
Refuse.....	-9	

**141:****Q21B**

What is your best guess of the percent of 2007 final shipments or billed services that went to customers who are within the rest of the United States beyond a reasonable drive (not including those within a reasonable drive)?

\$E 0 100

Don't know.....	-8
Refuse.....	-9

**142:****Q21C**

What is your best guess of the percent of 2007 final shipments or billed services that went to international customers?

\$E 0 100

Don't know.....	-8
Refuse.....	-9

**143:****Q21SU**

Sums Q21A-Q21C

```
=> *
si SMR(0,Q21A,Q21B,Q21C)
```

**144:****Q21CH**

I'm sorry, but those percentages do not add up to 100% These are the numbers I have: <Q21A>% went to local customers within a reasonable drive <Q21B>% went to customers in the rest of the United States and <Q21C>% went to international customers. Totaling <Q21SU>% Are there any of those you would like to change?

```
=> +1
si (Q21SU==100)
```

Changes % to local customers.....01	=> /Q21A
Changes % to U.S. customers.....02	=> /Q21B
Changes % to international customers.....03	=> /Q21C
Go with the numbers given.....04	
Don't know.....-8	
Refuse.....-9	

**145:****Q22A**

In 2012 what percent of goods and services sold by this business were sold to other businesses?

\$E 0 100

No sales in 2012.....-6	=> Q23
Don't know.....-8	
Refuse.....-9	

**146:****Q22B**

In 2012 what percent of goods and services sold by your business were sold to government?

\$E 0 100

Don't know.....-8	
Refuse.....-9	

**147:****Q22C**

In 2012 what percent of goods and services sold by your business were sold to individuals?

\$E 0 100

Don't know.....-8	
Refuse.....-9	



**148:****Q23**

Is the CURRENT market for your products or services growing, stable, declining, mixed (that is some are declining and others are growing), or are you uncertain?

Growing.....01  
 Stable.....02  
 Declining.....03  
 Mixed.....04  
 Uncertain.....05  
 Don't know.....-8  
 Refuse.....-9

---

**149:****Q24**

Does this business require employees to DOCUMENT good work practices and lessons learned?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**150:****Q25**

How often does this business monitor customer satisfaction through analysis of complaints, customer satisfaction surveys, focus groups, or other methods? Would you say never, occasionally or regularly?

Never.....01  
 Occasionally.....02  
 Regularly.....03  
 Don't know.....-8  
 Refuse.....-9

---

**151:****Q26**

How often are processes changed to fix problems identified through customer complaints? Would you say never, occasionally or regularly?

Never.....01  
 Occasionally.....02  
 Regularly.....03  
 Don't know.....-8  
 Refuse.....-9

---

**152:****Q27A**

Next I am going to ask about any new services and methods that your business might have introduced in the last 3 years. In the last 3 years did this business produce any new or significantly improved goods (or products)?

Yes.....01  
 No.....02  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

---

**153:****Q27B**

In the last 3 years did this business provide any new or significantly improved SERVICES?

Yes.....01  
 No.....02  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

---

**154:****Q27C**

(In the last 3 years did this business introduce) New or significantly improved methods of manufacturing or producing goods or services?

Yes.....01  
 No.....02  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

---

**155:****Q27D**

(In the last 3 years did this business introduce ) New or significantly improved logistics, delivery, or distribution methods for your inputs, goods, or services?

Yes.....01  
 No.....02  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

---

**156:****Q27E**

(In the last 3 years did this business introduce ) New or significantly improved support activities for your processes?

Yes.....01  
 No.....02  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

---

**157:****Q27F**

(In the last 3 years did this business introduce ) New or significant improvements in your marketing methods?

Yes.....01  
 No.....02  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

**158:****Q28A**

In the last 3 years did this business have any improvement or innovation activities that were abandoned?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

**159:****Q28B**

In the last 3 years did this business have any improvement or innovation activities that were incomplete?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

**160:****Q29SK**

(Programmer; if all of the Q27A through Q27F are no, dk, rf AND Q28a=2,D,R and Q28b=2,D,R, ask go to Q29A else go to Q30A)

=> Q30A  
 sinon => Q29A  
 si Q27A=01 OR Q27B=01 OR Q27C=01 OR Q27D=01 OR Q27E=01 OR Q27F=01 OR  
 Q28A=01 OR Q28B=01

**161:****Q29A**

Please tell us why improvement or innovation activities been not been necessary or possible for this business?

Enter response.....01 O => Q35A  
 Not applicable.....-7 => Q35A  
 Don't know.....-8 => Q35A  
 Refuse.....-9 => Q35A

**162:****Q30A**

Now I am going to read a list of improvements you may have made to any new or significantly improved GOODS or SERVICES sold by this business in 2012. In 2012, did this business sell any new or significantly improved GOODS OR SERVICES with improved performance?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**163:****Q30B**

In 2012, did this business sell any new or significantly improved GOODS OR SERVICES that were more user-friendly?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**164:****Q30C**

(In 2012, did this business sell any new or significantly improved GOODS OR SERVICES that) Reduced costs?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**165:****Q30D**

(In 2012, did this business sell any new or significantly improved GOODS OR SERVICES with) New features?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**166:****Q30E**

(In 2012, did this business sell any new or significantly improved GOODS OR SERVICES with) New service capabilities?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**167:****Q31**

In last three years, did this business start selling any new or significantly improved goods or services BEFORE your competitors in at least one of your markets? (Please include all products even if it was available in another market.)

Yes.....01  
 No.....02  
 Uncertain.....03  
 Refuse.....-9

---

**168:****Q32**

In 2012, what percent of this business's SALES came from new or significantly improved GOODS OR SERVICES?

\$E 0 100

Don't know.....-8  
 Refuse.....-9

---

**169:****Q33A**

In the last 3 years, did this business engage in any of the following innovation-related activities? The first one is in-house research and development, to increase knowledge or devise innovations?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**170:****Q33B**

In the last 3 years did this business purchase research and development from research organizations or other branches of this business?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**171:****Q33C**

In the last 3 years did this business conduct in-house design activities (to improve aesthetics of product or a product's packaging)?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**172:** **Q33D**  
(In the last 3 years did this business) Purchase design services?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

---

**173:** **Q33E**  
(In the last 3 years did this business) Purchase machinery,  
equipment, computers or software to implement innovations?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

---

**174:** **Q33F**  
(In the last 3 years did this business) Purchase or license patents or  
inventions to implement innovations?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

---

**175:** **Q33G**  
(In the last 3 years did this business) Purchase knowledge or  
expertise to implement innovations?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

---

**176:** **Q33H**  
(In the last 3 years did this business) Plan, engineer, design, or  
conduct development work to implement innovations?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

---

**177:** **Q33I**  
(In the last 3 years did this business) Train staff to develop or  
introduce innovations?  
Yes.....01  
No.....02  
Don't know.....-8  
Refuse.....-9

---

**178:****Q33J**

(In the last 3 years did this business conduct) Market research, advertising, or other marketing activities linked to implementing innovations?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**179:****Q34A**

In the current environment, if excess cash were available how likely would this business provide additional training of employees? Would you say not at all likely, probably, or most definitely?

Not at all likely.....01  
 Probably.....02  
 Most definitely.....03  
 Don't know.....-8  
 Refuse.....-9

---

**180:****Q34B**

(In the current environment, if excess case were available) How likely would this business repay debt? Would you say not at all likely, probably, or most definitely?

Not at all likely.....01  
 Probably.....02  
 Most definitely.....03  
 Don't know.....-8  
 Refuse.....-9

---

**181:****Q34C**

(In the current environment, if excess case were available) How likely would this business provide a reserve or cushion? Would you say not at all likely, probably, or most definitely?

Not at all likely.....01  
 Probably.....02  
 Most definitely.....03  
 Don't know.....-8  
 Refuse.....-9

---

**182:****Q34D**

(In the current environment, if excess case were available) How likely would this business fund additional innovation projects? Would you say not at all likely, probably, or most definitely?

Not at all likely.....01  
 Probably.....02  
 Most definitely.....03  
 Don't know.....-8  
 Refuse.....-9

---

**183:****Q34E**

(In the current environment, if excess case were available) How likely would this business fund additional investment projects such as replacing old equipment or for expansion? Would you say not at all likely, probably, or most definitely?

Not at all likely.....01  
 Probably.....02  
 Most definitely.....03  
 Don't know.....-8  
 Refuse.....-9

---

**184:****Q35A**

Please tell me if this business produces products or provides services in any of the following five green sectors. Does this business produce renewable energy?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**185:****Q35B**

Does this business increase energy efficiency?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**186:****Q35C**

(Does this business) Conserve natural resources?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**187:****Q35D**

(Does this business) Prevent, reduce or clean up pollution?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**188:****Q35E**

(Does this business) Produce clean transportation fuels?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---



**189:****Q36**

In the last 3 years did this business participate in any patent applications?

Yes.....01  
 No.....02 ==> Q37A  
 Don't know.....-8 ==> Q37A  
 Refuse.....-9 ==> Q37A

---

**190:****Q36A**

In the last 3 years how many patent applications did this business participate in?

\$E 1 99  
 Don't know.....-8  
 Refuse.....-9

---

**191:****Q36B**

In the last 3 years how many patent applications were successful?

\$E 1 99  
 Don't know.....-8  
 Refuse.....-9

---

**192:****Q37A**

In the last 3 years did this business register an industrial design?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**193:****Q37B**

In the last 3 years did this business register a trademark?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**194:****Q37C**

(In the last 3 years did this business) Produce materials eligible for copyright?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**195:****Q37D**

In the last 3 years did this business) Use trade secret protections?  
 (DEF: "Trade secret protections such as non-disclosure agreements, or non-compete clause or sought remedies for misappropriation")

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**196:****Q38**

During the economic recession period between 2008 and 2009, to what extent did this business commit resources to innovate? Would you say this business increased resources for innovation activities, there was no change in innovation resources, or was there a delay or decrease in resources for innovation?

Increase resources for innovation activities.....01  
 There was no change in innovation resources.....02  
 Decrease resources for innovation.....03  
 Not applicable, e.g. not in business at that time.....04  
 Don't know.....-8  
 Refuse.....-9

---

**197:****Q39**

Compared to 2012, in this current year (2013) would you say resources for innovations at this business have been increased, kept the same or decreased? (NOTE: If the project does not start until 2013 this wording will be incorrect.)

Increased.....01  
 Kept the same.....02  
 Decreased.....03  
 Don't know.....-8  
 Refuse.....-9

---

**198:****Q40A**

Over the last 3 years has this business increased the variety of goods or services it has offered?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**199:****Q40B**

Over the last 3 years has this business increased their market share or entered new markets?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**200:** **Q40C**

(Over the last 3 years has this business) Begun exporting goods or services?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 
- 

**201:** **Q40D**

(Over the last 3 years has this business) Reduced time to respond to customer needs?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 
- 

**202:** **Q40E**

(Over the last 3 years has this business) Improved flexibility of production or service provision?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 
- 

**203:** **Q40F**

(Over the last 3 years has this business) Increased capacity of production or service provision?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 
- 

**204:** **Q40G**

(Over the last 3 years has this business) Reduced labor costs per unit output?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 
- 

**205:** **Q40H**

(Over the last 3 years has this business) Reduced materials and energy required per unit output?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 
-

**206:**

**Q40I**

(Over the last 3 years has this business) Improved employee satisfaction or reduced worker turnover?

- Yes.....01
  - No.....02
  - Don't know.....-8
  - Refuse.....-9
- 

**207:**

**Q41A**

Next we would like to ask about factors related to this business's location. For each one please tell us whether it is NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business's ability to compete. The first one is zoning or development regulations. Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?

- Not a problem.....01
  - A minor problem.....02
  - A major problem.....03
  - Don't know.....-8
  - Refuse.....-9
- 

**208:**

**Q41B**

The next one is vitality of local economy. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

- Not a problem.....01
  - A minor problem.....02
  - A major problem.....03
  - Don't know.....-8
  - Refuse.....-9
- 

**209:**

**Q41C**

(The next one is) Access to financial, legal, and other business services. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

- Not a problem.....01
  - A minor problem.....02
  - A major problem.....03
  - Don't know.....-8
  - Refuse.....-9
-

**210:****Q41D**

(The next one is) Access to equipment and software suppliers.  
 (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for  
 this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**211:****Q41E**

(The next one is) Access to training courses. (Is this NOT A  
 PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**212:****Q41F**

(The next one is) Access to transportation or freight forwarding  
 facilities and services. (Is this NOT A PROBLEM, A MINOR PROBLEM,  
 or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**213:****Q41G**

(The next one is) Availability of broadband or high speed internet.  
 (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for  
 this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**214:****Q41H**

(The next one is) Local availability of mobile or cellular service.  
 (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for  
 this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**215:****Q41I**

(The next one is) Local roads and bridges. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**216:****Q41J**

(The next one is) Cost of facilities and land. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**217:****Q41K**

(The next one is) Attractiveness of area to managers and professionals. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**218:****Q41L**

(The next one is) Quality of primary and secondary schools. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**219:****Q41M**

(The next one is) Environmental regulations. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

Not a problem.....01  
 A minor problem.....02  
 A major problem.....03  
 Don't know.....-8  
 Refuse.....-9

---

**220:**

**Q41N**

(The next one is) State and local tax rate. (Is this NOT A PROBLEM, A MINOR PROBLEM, or A MAJOR PROBLEM for this business?)

- Not a problem.....01
- A minor problem.....02
- A major problem.....03
- Don't know.....-8
- Refuse.....-9

**221:**

**Q42A1**

Please tell me how involved in promoting business are the following institutions in your community. The first one is development effort by the local government at the village, town or city level. Is it not at all active or not present, somewhat active, or very active within your community?

- Not at all active or not present.....01
- Somewhat active.....02
- Very active.....03
- Don't know.....-8
- Refuse.....-9

**222:**

**Q42A2**

The next one is development effort by the local government at the county level. Is it not at all active or not present, somewhat active, or very active within your community?

- Not at all active or not present.....01
- Somewhat active.....02
- Very active.....03
- Don't know.....-8
- Refuse.....-9

**223:**

**Q42A3**

(The next one is development effort by the local government at the) Regional or multi-county level. (Is it not at all active or not present, somewhat active, or very active within your community?)

- Not at all active or not present.....01
- Somewhat active.....02
- Very active.....03
- Don't know.....-8
- Refuse.....-9

**224:****Q42B**

(The next one is development effort by Business associations (such as the Chamber of Commerce). (Is it not at all active or not present, somewhat active, or very active within your community?)

Not at all active or not present.....01  
 Somewhat active.....02  
 Very active.....03  
 Don't know.....-8  
 Refuse.....-9

---

**225:****Q42C**

(The next one is) College, university or extension support for local business. (Is it not at all active or not present, somewhat active, or very active within your community?)

Not at all active or not present.....01  
 Somewhat active.....02  
 Very active.....03  
 Don't know.....-8  
 Refuse.....-9

---

**226:****Q42D**

(The next one is) Community foundations or nonprofit organizations. (Is it not at all active or not present, somewhat active, or very active within your community?)

Not at all active or not present.....01  
 Somewhat active.....02  
 Very active.....03  
 Don't know.....-8  
 Refuse.....-9

---

**227:****Q42E**

(The next one is) Local investors. (Is it not at all active or not present, somewhat active, or very active within your community?)

Not at all active or not present.....01  
 Somewhat active.....02  
 Very active.....03  
 Don't know.....-8  
 Refuse.....-9

---

**228:****Q42F**

The last one is Banks. (Is it not at all active or not present, somewhat active, or very active within your community?)

Not at all active or not present.....01  
 Somewhat active.....02  
 Very active.....03  
 Don't know.....-8  
 Refuse.....-9

---



**229:****Q42AA**

How much civic leadership does THIS business provide in the community is it none, some, or a lot?

None.....01  
 Some.....02  
 A lot.....03  
 Don't know.....-8  
 Refuse.....-9

**230:****Q43**

Do you have a good understanding of the decisions that led to the founding of this business?

Yes.....01  
 No.....02 ==> Q44A  
 Don't know.....-8 ==> Q44A  
 Refuse.....-9 ==> Q44A

**231:****Q43A**

Was the business originally founded around a new or customized product or service that was created by one of the founders of the business?

Yes.....01  
 No.....02 ==> Q44A  
 Don't know.....-8 ==> Q44A  
 Refuse.....-9 ==> Q44A

**232:****Q43B**

Thinking about this new or customized product or service, why was it originally developed? Was it because one of the founders created it for personal use, one of the founders created it for use at a previous job or business, or one of the founders identified a business opportunity?

One of the founders created it for personal use.....01  
 One of the founders created it for use at a previous job or business .....02  
 One of the founders identified a business opportunity...03  
 Don't know.....-8  
 Refuse.....-9

**233:****Q44A**

The final section of the survey is to assess which types of government-sponsored programs are the most helpful to businesses. In the last 3 years has this business used direct loans from a government agency (such as a USDA B&I Direct Loan)?

Yes.....01  
 No.....02 ==> Q44B  
 Don't know.....-8 ==> Q44B  
 Refuse.....-9 ==> Q44B

**234:****Q44A1**

How important were direct loans from government agencies? Was this program not important, somewhat important, or very important?

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Don't know.....-8  
 Refuse.....-9

---

**235:****Q44B**

In the last 3 years has this business used government insurance or guarantee for loans?

Yes.....01  
 No.....02 ==> Q44C  
 Don't know.....-8 ==> Q44C  
 Refuse.....-9 ==> Q44C

---

**236:****Q44B1**

(The next one is) How important were government insurance or guarantee for loans? Was this program not important, somewhat important, or very important?

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Don't know.....-8  
 Refuse.....-9

---

**237:****Q44C**

In the last 3 years has this business used revolving loan funds run by a nonprofit or government organization?

Yes.....01  
 No.....02 ==> Q44D  
 Don't know.....-8 ==> Q44D  
 Refuse.....-9 ==> Q44D

---

**238:****Q44C1**

(The next one is) How important were revolving loan funds run by a nonprofit or government organization? (Was this program not important, somewhat important, or very important?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Don't know.....-8  
 Refuse.....-9

---

**239:****Q44D**

In the last 3 years has this business used tax incentives by state or local government, including enterprise zones, urban revitalization areas, or Tax Increment Financing Districts?

Yes.....	01	
No.....	02	=> Q44E
Don't know.....	-8	=> Q44E
Refuse.....	-9	=> Q44E

---

**240:****Q44D1**

(The next one is) How important were tax incentives by state or local government, including enterprise zones, urban revitalization areas, or Tax Increment Financing Districts? (Was this program not important, somewhat important, or very important?)

Not important.....	01
Somewhat important.....	02
Very important.....	03
Don't know.....	-8
Refuse.....	-9

---

**241:****Q44E**

In the last 3 years has this business used government-assisted industrial parks or business incubators?

Yes.....	01	
No.....	02	=> Q44F
Don't know.....	-8	=> Q44F
Refuse.....	-9	=> Q44F

---

**242:****Q44E1**

(The next one is) How important were government-assisted industrial parks or business incubators? (Was this program not important, somewhat important, or very important?)

Not important.....	01
Somewhat important.....	02
Very important.....	03
Don't know.....	-8
Refuse.....	-9

---

**243:****Q44F**

In the last 3 years has this business used government-funded technology assistance programs?

Yes.....	01	
No.....	02	=> Q44G
Don't know.....	-8	=> Q44G
Refuse.....	-9	=> Q44G

---

**244:****Q44F1**

(The next one is) How important were government-funded technology assistance programs? (Was this program not important, somewhat important, or very important?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Don't know.....-8  
 Refuse.....-9

---

**245:****Q44G**

In the last 3 years has this business used government-assisted worker-training programs?

Yes.....01  
 No.....02 ==> Q44H  
 Don't know.....-8 ==> Q44H  
 Refuse.....-9 ==> Q44H

---

**246:****Q44G1**

(The next one is) How important were government-assisted worker-training programs? (Was this program not important, somewhat important, or very important?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Don't know.....-8  
 Refuse.....-9

---

**247:****Q44H**

In the last 3 years has this business used National Innovation Marketplace?

Yes.....01  
 No.....02 ==> Q45A  
 Don't know.....-8 ==> Q45A  
 Refuse.....-9 ==> Q45A

---

**248:****Q44H1**

(The next one is) How important was the National Innovation Marketplace? (Was this program not important, somewhat important, or very important?)

Not important.....01  
 Somewhat important.....02  
 Very important.....03  
 Don't know.....-8  
 Refuse.....-9

---

**249:****Q45**

Did this business try to borrow money for any purpose over the past three years?

Yes.....	01	
No.....	02	=> Q47
Don't know.....	-8	=> Q47
Refuse.....	-9	=> Q47

---

**250:****Q45A**

Did this business try to borrow money for any purpose over the past three years from a commercial bank?

Yes.....	01	
No.....	02	=> Q45B
Don't know.....	-8	=> Q45B
Refuse.....	-9	=> Q45B

---

**251:****Q45A1**

Did this business receive all, some, or none of the funding applied for from the commercial bank?

All.....	01
Some.....	02
None.....	03
Don't know.....	-8
Refuse.....	-9

---

**252:****Q45B**

Did this business try to borrow money for any purpose over the past three years from a savings and loan or credit union?

Yes.....	01	
No.....	02	=> Q45C
Don't know.....	-8	=> Q45C
Refuse.....	-9	=> Q45C

---

**253:****Q45B1**

Did this business receive all, some, or none of the funding applied for from the savings and loan or credit union?

Not important.....	01
Somewhat important.....	02
Very important.....	03
Don't know.....	-8
Refuse.....	-9

---

**254:****Q45C**

(The next one is) Finance or leasing company? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....	01	
No.....	02	=> Q45D
Don't know.....	-8	=> Q45D
Refuse.....	-9	=> Q45D

---

**255:****Q45C1**

Did this business receive all, some, or none of the funding applied for from the finance or leasing company?

All.....	01
Some.....	02
None.....	03
Don't know.....	-8
Refuse.....	-9

---

**256:****Q45D**

(The next one is) Insurance or mortgage company? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....	01	
No.....	02	=> Q45E
Don't know.....	-8	=> Q45E
Refuse.....	-9	=> Q45E

---

**257:****Q45D1**

Did this business receive all, some, or none of the funding applied for from the insurance or mortgage company?

All.....	01
Some.....	02
None.....	03
Don't know.....	-8
Refuse.....	-9

---

**258:****Q45E**

(The next one is) Family or friends? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....	01	
No.....	02	=> Q45F
Don't know.....	-8	=> Q45F
Refuse.....	-9	=> Q45F

---

**259:****Q45E1**

Did this business receive all, some, or none of the funding applied for from family or friends?

All.....01  
 Some.....02  
 None.....03  
 Don't know.....-8  
 Refuse.....-9

---

**260:****Q45F**

(The next one is) Federal, state or local government? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....01  
 No.....02 ==> Q45G  
 Don't know.....-8 ==> Q45G  
 Refuse.....-9 ==> Q45G

---

**261:****Q45F1**

Did this business receive all, some, or none of the funding applied for from a federal, state or local government?

All.....01  
 Some.....02  
 None.....03  
 Don't know.....-8  
 Refuse.....-9

---

**262:****Q45G**

(The next one is) Credit or advance from a customer? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....01  
 No.....02 ==> Q45H  
 Don't know.....-8 ==> Q45H  
 Refuse.....-9 ==> Q45H

---

**263:****Q45G1**

Did this business receive all, some, or none of the funding applied for from a credit or advance from a customer?

All.....01  
 Some.....02  
 None.....03  
 Don't know.....-8  
 Refuse.....-9

---

**264:****Q45H**

(The next one is) Angel capital funding? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....	01	
No.....	02	=> Q45I
Don't know.....	-8	=> Q45I
Refuse.....	-9	=> Q45I

---

**265:****Q45H1**

Did this business receive all, some, or none of the funding applied for from angel capital funding?

All.....	01
Some.....	02
None.....	03
Don't know.....	-8
Refuse.....	-9

---

**266:****Q45I**

(The next one is) Venture capital funding? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....	01	
No.....	02	=> Q45J
Don't know.....	-8	=> Q45J
Refuse.....	-9	=> Q45J

---

**267:****Q45I1**

Did this business receive all, some, or none of the funding applied for from venture capital funding?

All.....	01
Some.....	02
None.....	03
Don't know.....	-8
Refuse.....	-9

---

**268:****Q45J**

(The next one is) Personal sources of funds, other than personal credit cards? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....	01	
No.....	02	=> Q45K
Don't know.....	-8	=> Q45K
Refuse.....	-9	=> Q45K

---



**269:****Q45J1**

Did this business receive all, some, or none of the funding applied for from personal sources of funds, other than personal credit cards?

All.....01  
 Some.....02  
 None.....03  
 Don't know.....-8  
 Refuse.....-9

---

**270:****Q45K**

(The next one is) Personal home equity loan? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....01  
 No.....02 ==> Q45L  
 Don't know.....-8 ==> Q45L  
 Refuse.....-9 ==> Q45L

---

**271:****Q45K1**

Did this business receive all, some, or none of the funding applied for from a personal home equity loan?

All.....01  
 Some.....02  
 None.....03  
 Don't know.....-8  
 Refuse.....-9

---

**272:****Q45L**

(The next one is) Other personal loan? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....01  
 No.....02 ==> Q45M  
 Don't know.....-8 ==> Q45M  
 Refuse.....-9 ==> Q45M

---

**273:****Q45L1**

Did this business receive all, some, or none of the funding applied for from some other personal loan?

All.....01  
 Some.....02  
 None.....03  
 Don't know.....-8  
 Refuse.....-9

---

**274:****Q45M**

(The next one is) Personal credit card? (Did this business try to borrow money from this source for any purpose over the past three years?)

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**275:****Q46A**

How were the funds this business borrowed or wanted to borrow to be used? Were they for cash flow or operating costs?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**276:****Q46B**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for real estate or structures?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**277:****Q46C**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for replacement of old industrial plant location, equipment or vehicles?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**278:****Q46D**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for investment in additional plant, equipment or vehicles?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**279:****Q46E**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for repayment of debt?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**280:****Q46F**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for a reserve or cushion?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**281:****Q46G**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for inventory?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**282:****Q46H**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for funding innovation projects?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**283:****Q46I**

(How were the funds this business borrowed or attempted to borrow to be used?) Were they for investment in intangible assets such as branding, training, or design?

Yes.....01  
 No.....02  
 Don't know.....-8  
 Refuse.....-9

---

**284:****Q47**

Over the past 3 years, were business profits (retained earnings) used to finance the business?

Yes.....01  
 No.....02 ==> Q48  
 Don't know.....-8 ==> Q48  
 Refuse.....-9 ==> Q48

---

**285:****Q47A**

Compared with borrowed funds, how important were business profits for funding investment? Would you say more important, less important or equally important?

More important.....01  
 Less important.....02  
 Equally important.....03  
 Not applicable.....-7  
 Don't know.....-8  
 Refuse.....-9

---

**286:****Q48**

Which of the following best describes your current position? Mid level manager, senior manager, executive or owner, or other?

Mid level manager.....01  
 Senior manager.....02  
 Executive/owner.....03  
 Other (Please describe).....04 O  
 Don't know.....-8  
 Refuse.....-9

---

**287:****Q49**

Which best describes your familiarity with how innovation is carried out in this business? Would you say you are not familiar, slightly familiar, moderately familiar, strongly familiar, or completely familiar?

Not familiar.....01  
 Slightly familiar.....02  
 Moderately familiar.....03  
 Strongly familiar.....04  
 Completely familiar.....05  
 Don't know.....-8  
 Refuse.....-9

---

**288:****Q50**

(What is your gender?) (IWR: Only ask if necessary.)

Male.....01  
 Female.....02  
 Refuse.....-9

---

**289:**

**Q51**

How long have you been employed at this business?

\$E 1 99

Don't know.....-8

Refuse.....-9

---

**290:**

**THX**

That is my last question. Thank you so much for taking the time to talk with me today. If you have any additional comments about this survey or innovation in general, I can note them now.

Yes, comments.....01 0

No comments.....02

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